



**DELL CONFIDENTIAL**

**RECEIVED**

SEP 13 2001

Technology Center 2100

**INVENTION DISCLOSURE FORM**

(Rev. 2/17/98)

**INSTRUCTIONS:**

- Make sure all blanks in the form are completely filled out. Incomplete forms may not be processed.
  - Have all inventors electronically "sign" the form at the end by simply typing in the name and date in the pertinent blanks at the end of the form (no pen or pencil necessary).
  - Have two (2) witnesses "sign" in the same fashion.
  - If submitting drawings with the disclosure, please embed them as a graphic in a Microsoft Word file at the end of the disclosure.
  - Send completed disclosure via e-mail to Benjamin Solomon at Dell Legal.
- OR***
- You can send the completed disclosure as a hard copy to Benjamin Solomon at Dell Legal.

***IMPORTANT! - If you know for a fact that your idea was embodied in a product offered for sale more than a year ago, then please tell us now; otherwise you will have to refund your invention award to the company at a later date.***

**INVENTION TITLE:**

(brief and descriptive) Interactive upsell advisor for Internet applications

**INVENTORS:**

(must be filled out completely)

First Named Inventor: John Notz Employee No. 21859  
Cost Center: Online SSN: 323-52-3455 Phone Ext.: 3-5121 Bldg.: RR2  
Home Address: 10050 Great Hills Trail, Apt. 514 City: Austin State: TX ZIP: 78759  
Home Phone: 512 372-8151  
Reporting Director: Scott Eckert  
Reporting VP: Paul Bell Check here if inventor is non-Dell       

*(copy above for each additional inventor, changing First Named Inventor to Second Named Inventor, etc.)*

**DEVELOPMENT PARTNER/CONSULTANT:**

Was the invention developed in conjunction with a development partner or consultant that contributed to the invention? Y  N If YES, please list here: \_\_\_\_\_

**DOCUMENTATION**

Date of conception: 7/13/98

Invention first described in: Department internal presentation

Additional/detailed description in: \_\_\_\_\_

**EXHIBIT**

**A**

PRODUCT LINE:

This invention is most closely related to the following product line: (*PLEASE CHOOSE ONLY ONE*)

Dimension \_\_\_\_\_

Optiplex \_\_\_\_\_

Portables \_\_\_\_\_

Servers \_\_\_\_\_

Workstations \_\_\_\_\_

Other Online \_\_\_\_\_

Code name of Dell Product in which invention is or will be incorporated: \_\_\_\_\_

FIRST DISCLOSURE, USE OR OFFER OF SALE OF THE INVENTION

*PLEASE DO NOT SKIP THIS PART. This information is used to determine Dell's legal rights in the invention.*

Has the invention been disclosed outside of Dell?  Y  N

If YES, to whom was this disclosure made: Currently running on www.dell.com

Was this disclosure made under a non-disclosure agreement (NDA)?  Y  x  N

IF YES, date of NDA \_\_\_\_\_

Planned date of first offer of sale of product using the invention: \_\_\_\_\_ (if sale has not already occurred)

Actual date of first offer of sale of product using the invention: \_\_\_\_\_ (if sale has already occurred)

Date of first production use of the invention or ship date \_\_\_\_\_

INDUSTRY STANDARDS / STANDARDS COMMITTEES

Does this invention relate to or incorporate any industry standards?  Y  x  N

If YES,

1) Which standard? \_\_\_\_\_

2) Name of industry standards committee \_\_\_\_\_

3) Is Dell a member of that standards committee?  Y  N

4) Name of Dell's representative to the standards committee: \_\_\_\_\_

COMPLETE WRITTEN DESCRIPTION OF INVENTION:

*Prepare a written description of your invention using the outline below. Just fill in the blank after each topic. Adjust the amount of space for each topic as needed. Be sure to include any sketches, diagrams, flow charts, drawings, prints, etc. which will aid in understanding the invention.*

a) THE PROBLEM;

Selling on the Internet has some handicaps relative to other channels, such as telephone sales. Primarily, with the absence of a live sales representative, an online merchant has a harder challenge guiding users to particular products that are both suitable for the customer and profitable for the company.

b) THE PRIOR METHODS/APPARATUS USED TO SOLVE THE PROBLEM;

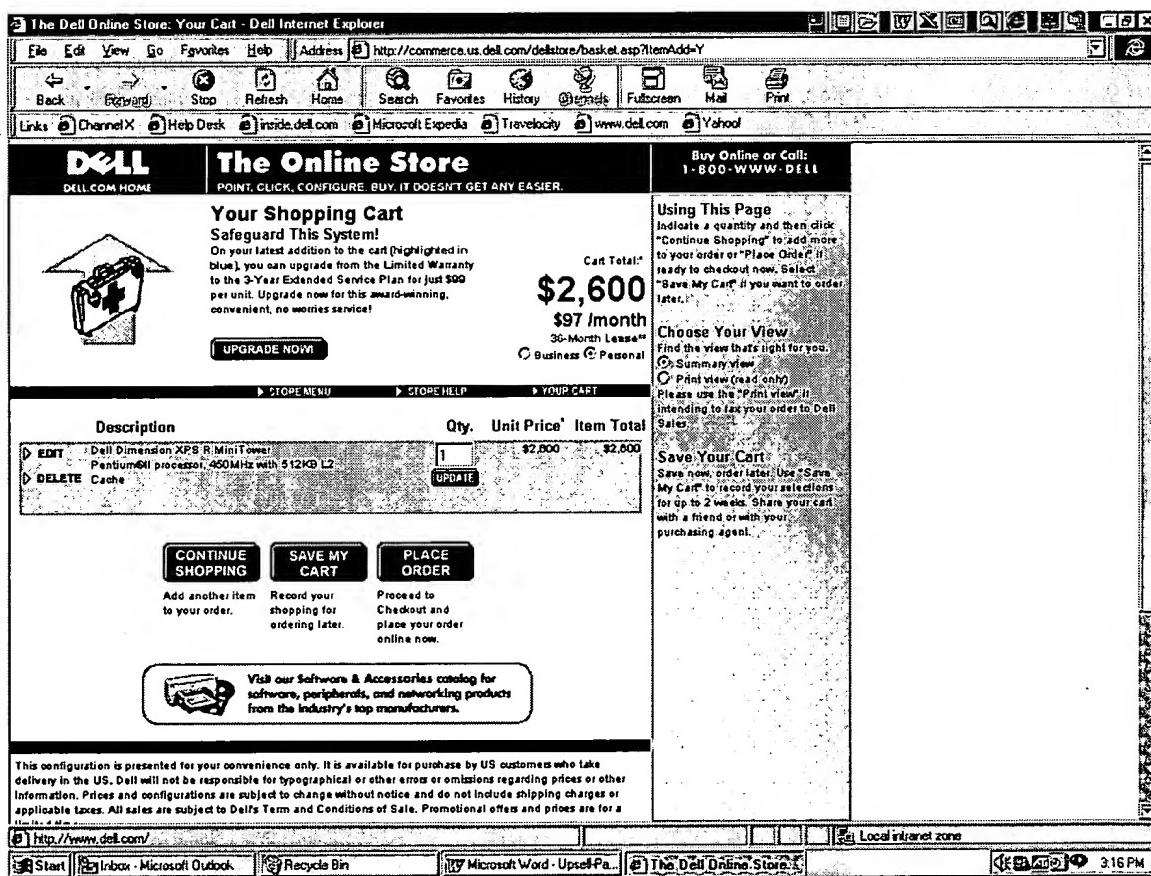
"Passive" sales messaging, or making blind recommendations to customers, is prevalent on websites. Recently, some sites have begun using interactive cross-selling, whereby customers are given suggestions for additional products that are based on the products they have already purchased. Upselling, or suggesting a higher-grade product in replacement of what the customer has already selected, has not, to our knowledge, been used.

c) YOUR PROPOSAL TO SOLVE THE PROBLEM; AND

We have internally developed and implemented an intelligent "Upsell Advisor" on [www.dell.com](http://www.dell.com). When a customer has configured a computer system in the Online Store and added it to their virtual shopping cart, the Advisor will check their configuration for upgrade opportunities. When it identifies a system option (for example, the hard drive selection) that is an upsell opportunity, the Advisor gives the customer a special message that includes an option to upgrade to a higher selection and explains the advantages of doing so. If accepted, the customer's order is automatically updated. Furthermore, the Advisor keeps track of which customers have already accepted an upgrade and will not persist to upsell the customer for that particular system.

d) DRAWING, SKETCH

Screen capture:



**DECLARATION:**

The invention described in this invention disclosure is submitted pursuant to my Employment Agreement with Dell Computer Corporation.

**SIGNATURES OF INVENTORS:**

Inventor(s), please sign your full name(s) and enter the date below:

(1) John Wellin Notz \_\_\_\_\_ Date: 8/28/98 \_\_\_\_\_

(2) \_\_\_\_\_ Date: \_\_\_\_\_

*(If there are more than 2 inventors, please add more signature lines as appropriate.)*

**DECLARATIONS BY AND SIGNATURES OF TWO WITNESSES:**

Witnesses, please sign and date below:

**WITNESS 1**

This invention was first explained to the undersigned by the inventor(s) on the \_\_\_\_\_ day of \_\_\_\_\_, 199\_\_\_\_\_. I understood the explanation given by the inventor(s).

\_\_\_\_\_  
Signature of Witness 1  
Date: \_\_\_\_\_

**WITNESS 2**

This invention was first explained to the undersigned by the inventor(s) on the \_\_\_\_\_ day of \_\_\_\_\_, 199\_\_\_\_\_. I understood the explanation given by the inventor(s).

\_\_\_\_\_  
Signature of Witness 2  
Date: \_\_\_\_\_